



414-794-1800

1414 16TH STREET TWO RIVERS WI 54241

May 16, 1996

Secretary  
Federal Communications Commission  
1919 "M" Street, N.W.  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED  
MAY 21 1996  
FCC MAIL ROOM

Re: Petition for Rule Making - Algoma, Wisconsin FM Channel 281A

Dear Secretary:

Enclosed is a signed original and five copies of a "Petition for Rule Making" and accompanying Technical Statement.

This Petition requests amendment of Section 73.202(b) of the FCC's Rules to allot Channel 281A (104.1 MHZ) as the second aural service to the City of Algoma, Wisconsin.

No filing fee is required with this Petition.

If there are any questions, please contact the undersigned at (414) 794-1800.

Respectfully,

WTRW INCORPORATED

Mark Heller, President

enc: Petition for Rule Making - Algoma, Wisconsin. Original and 5 copies

Number of Copies rec'd 045  
List ABCDE MMB

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D C 20554

In the Matter of:

MM Docket No:

Amendment of Section 73.202(b),  
Table of Allotments,  
FM Broadcast Services.  
(Algoma, Wisconsin)

RM

RECEIVED

MAY 21 1996

To : Chief, Allocations Branch  
Policy and Rules Division  
Mass Media Bureau

FCC MAIL ROOM

PETITION FOR RULE MAKING

Comes now, WTRW Incorporated, (hereinafter "WTRW") licensee of  
WTRW-AM in Two Rivers, Wisconsin with a petition to amend the table of allotments of  
FM channels, to include Channel 281A at Algoma, Wisconsin in the following manner:

Community:

Algoma, WI

Existing:

Ch. 244C3

Proposed:

Ch. 281A, 244C3

In support of this Petition for Rule Making to allot Channel 281A to Algoma,  
Wisconsin, WTRW, the Petitioner, respectfully submits the Engineering Statement  
provided by Mark Heller, President of WTRW, attached to as Exhibit "A".

That, Algoma, Wisconsin residents have not properly been provided a first local  
aural service by the existing licensee of WBDK-FM at Algoma, Wisconsin who has

-2- Petition for Rule Making - Algoma, Wisconsin

Wisconsin, several years ago. Petitioner provides evidence of the abandonment of the Algoma community with Exhibit "B" being the Ameritech White Pages phone book pages showing radio stations. Petitioner also provides a copy of the Wisconsin Broadcasters Association 1994-95 Directory showing WBDK-FM's location at Luxemburg, Wisconsin with a Luxemburg telephone number as Exhibit "D".

That, the Petitioner believes granting a second aural channel, will allow the community to be properly served, not only with ample local news, local sports, local public service announcements and public affairs programs, but local community access. Petitioner believe an allotment of a second aural service to the City of Algoma, Wisconsin would be in the Public's best interest.

That, Algoma, Wisconsin (population 3,353), in Kewaunee County, Wisconsin (population 18,878) is an established city.

That, the allocation of Channel 281A to the City of Algoma, Wisconsin is in full accord with the Commission's Rules and Regulations, and current Assignment policy. An exhibit of the Channel 281A distance separation study, is provided as Exhibit "C".

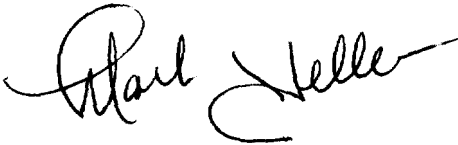
If the Commission would amend Section 73.202(b) of the Commission's rules to permit Channel 281A to be allocated to Algoma, Wisconsin, as Petitioned, WTRW would immediately apply for a construction permit, and if selected, would construct and operate same in a timely manner.

I hereby certify, that I have read this entire document, and to the best of my knowledge, information and belief, that the foregoing statement is true and correct, that there is good and sufficient reason to support same, and that it is not submitted for delay.

-3- Petition for Rule Making - Algoma, Wisconsin

Sincerely,

WTRW INCORPORATED

A handwritten signature in black ink, appearing to read "Mark Heller", with a long horizontal flourish extending to the right.

Mark Heller, President

WTRW Incorporated

1414 16th Street

Two Rivers, WI 54241-3031

(414) 794-1800

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

ENGINEERING STATEMENT

In the Matter of:

MM Docket No:

Amendment of Section 73.202(b),  
Table of Allotments,  
FM Broadcast Station  
(Algoma, Wisconsin)

RM

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MAY 21 1996  
FCC MAIL ROOM

To: Chief, Allocations Branch,  
Policy and Rules Division,  
Mass Media Bureau

Prepared for:

WTRW INCORPORATED

May 15, 1996

Prepared by:

Mark Heller, President

1414 16th Street

Two Rivers, WI 54241-3031

(414) 794-1800

EXHIBIT "A"  
Engineering Statement

Petitioner: WTRW Incorporated  
Proposed FM Channel 281A Allotment  
Algoma, Wisconsin

Table of Contents  
  
Prepared May 15, 1996

## **Contents**

1. Affidavit of Preparer, Mark Heller, President of WTRW Incorporated
2. Exhibit "A" Engineering Statement
3. Exhibit "B" 1996 Ameritech White Pages; Algoma, WI, Telephone Book  
Listing of Radio Stations
4. Exhibit "C" Channel 281A Distance Separation Study  
City of Algoma, Wisconsin
5. Exhibit "D" 1994-95 Directory Listing "Wisconsin Broadcasters Association"  
Showing WBDK-FM's location as Luxemburg, Wisconsin

State of Wisconsin )

Manitowoc County )

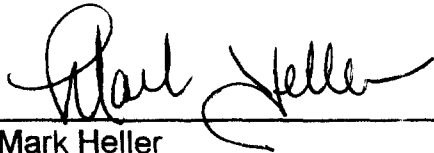
Mark Heller, being first duly sworn states:

That, he is the President of WTRW Incorporated, who is petitioning the allotment of a new FM channel at Algoma, Wisconsin, and resides at 1414 16th Street, Two Rivers, WI 54241-3031;

That, his qualifications are a matter of record with the Federal Communications Commission in Washington, D.C.;

That, he has prepared many AM and FM applications which have been processed to grant by the Federal Communications Commission, and that he hold FCC General Radiotelephone License # PG-18-17004.

That, the foregoing technical report was prepared by him, and all calculations and exhibits were made by him personally or under his direction, and that the facts contained herein are to the best of his belief, true.



Mark Heller

Subscribed and Sworn to, before me this 16<sup>th</sup> day of May, 1996.



Notary Public.

(seal)

My commission expires 5/18/97

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

In the Matter of:

MM Docket No:

Amendment of Section 73.202(b),  
Table of Allotments  
FM Broadcast Stations.  
(Algoma, Wisconsin)

RM

TECHNICAL STATEMENT

RECEIVED  
MAY 21 1996  
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This Technical Statement concerns the above captioned Petition for Rule Making, to which this Statement is Exhibit "A".

WTRW Incorporated, the Petitioner, had the President of the Company, Mark Heller, conduct a technical study and prepare necessary Statements and Exhibits to support the Petition for Rule Making of WTRW to amend Section 73.202(b) of the FCC's Rules to allot Channel 281A to the City of Algoma, Wisconsin, as that community's second aural broadcast service.

The City of Algoma, Wisconsin, reference Geographic Coordinates, specified in the Department of Interior Geological Survey are 44 - 36' 32" North Latitude and 87 - 25' 57" West Longitude.

Exhibit "C", an FM Channel 281A Distance Separation Study, with the City of Algoma, Wisconsin reference coordinates as base, sets forth all FM broadcast station assignments, applications and allotments relative to an allotment of FM Channel 281A at Algoma, Wisconsin, with a distance in kilometers and bearings in degrees True from the City's reference coordinates.



There is no short-spacing to any existing station, allocation or allotment in regards to this petition. There is no site restriction required.

The F (50,50) 70.dBu (3.16 mV/m) predicted "Principal Community Contour" of a typical Class A FM Broadcast station radiating 6.0 kilowatts from an antenna radiation center height of 100.0 meters is a predicted distance of 16.5 kilometers (10.25 miles).

Numerous transmitter sites exist from which the requisite "Principal Community" coverage can be achieved to the City of Algoma, Wisconsin. There is no airport located in Kewaunee County, Wisconsin, and placing a tower within the area, should not be a concern for the FAA.

#### CONCLUSION

The Allocation of Channel 281A to Algoma, Wisconsin can be accomplished with no channel substitutions, nor any short-spacing to any existing station, construction permit or allotment.

WTRW's proposed Amendment of Section 73.202(b) of the FCC's rules, Table of FM allotments, shall provide the residents of the City of Algoma, Wisconsin, and the vicinity, a second aural broadcast transmission service.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mark Heller", is written over a horizontal line.

Mark Heller

FCC License # PG-18-17004

Mark Heller

1414 16th Street

Two Rivers, WI 54241-3031

(414) 794-1800

May 15, 1996

Van Lanen Robt 219 Prospect	487-5750
Vanness Earl 1521 Steele	487-2270
Vanness James J & Susan M 212 Stassen	487-3469
Vanness Josie 218 N 3	487-2614
VanPrice Eugene 206 Vernon	487-2348
Van Susteren Robt & Kathleen 160 Summit Beach Dr	487-2354
Van Veghel James N7297 Cty Tk KK	487-3404
Van Vreede's Appliance Electronics & Furniture 2180 W Mason Grn By	Toll Free 800 281-6202
Van Vreede's Flexsteel Gallery 2180 W Mason Grn By	Toll Free 800 491-1545
Varga Burt E5640 9th Rd	487-2619
Vaughn Percy & Doris	487-3249
Vector Marketing	Toll Free 800 559-7662
Verbeke Kenneth R & Marge R 425 Adams	487-2820
Verheyden Brian K 1213 Steele	487-5463
Vertz Dan & Cindy N8228 Willow Dr	487-2091
Vertz Lawrence 92 Steele	487-2266
Village Hair Designs 105 W Main Frstvl	856-6433
Villers Clarence 292 7th	487-3463
Villers Dale F N7284 Rio Creek Rd	487-2214
Villers David 403 Frank Av	487-3274
Villers Dennis & Michele E5559 W Wilson Rd	487-3605
Villers Ernest E7109 Jackson Rd	487-2050
Vincent Danl & Sheila 807 Sunset Av	487-2312
Virtues Henry & Wendy 824 Navarino	487-2257
Vision Energy Algoma Wis	Algoma Tel No 487-2215
Viste Ralph & Ruth N9618 Cty Tk S	487-3844
Vlies Ralph Jr 727 Sunset Av	487-2834
Vlies Ray A (Al) 711 Sunset Av	487-5700
Vlies Robt A 515 Flora Av	487-3573
Vlies Scott & Vicki E6246 Taft La	487-3564
Vlies Vicki 1208 7th	487-2972
Voight Robt H 79 E Greenfield Av	487-2064
Voigt E N6711 Hy 42	487-5185
Volk Clair 296 7th	487-2363
Vollenweider Jeff & Vicki 1005 7th	487-5375
von Stiehl Gift Haus 111 Navarino	487-5208
von Stiehl Winery 115 Navarino	487-5208
Vredenburg April 727 Navarino	487-3016

## W

WAUN Radio Station N4791 Cty Tk C Kewaunee 388-4852  
WDOR AM & WDOR FM  
P O Box 549

800 S15 Av Strgn By	Algoma Tel No 487-2822
Wacek Robt H N8376 Cty Tk S	487-2642
Wagner A 324 7th	487-3383
Wagner B 1409 6th	487-5937
Wagner Carol J 1103 Steele	487-2780
Wagner Chas & Ruth 705 Fremont	487-5671
Wagner David R 124 Vernon	487-2779
Wagner Elton E5159 Lincoln Rd	487-3784
Wagner J C 2033 Mueller	487-5515
Wagner Lee & Debbie 246 Mill	487-5835
Wagner Leigh Ann 705 Fremont	487-3684
Wagner Peter & Gayla E5710 Wash Rd	487-3490
Wagner Robt & Therese 821 Fremont	487-3909
Wagner Wm 1529 Navarino	487-3643
Wahlers Dale & Sharon 508 Buchanan	487-5876
Walag Jos A 351 N 3	487-3903
Walker Jeff 301 Haney	487-2755
Walker Kenneth & Arlene 139 N Water	487-3174
Wallave Computer Services Inc 4321 W College Av Appl	Toll Free 800 303-9811
Wal-Mart Pharmacy 1536 Egg Harbor Rd Strgn By	Toll Free 800 924-1241
Walsh M 250 Mill	487-5175
Walter David H Rio Crk Wis	487-2337
Walter G N6711 Hy 42	487-3004
Walter Jerry & Gail E6947 Wash Rd	487-5336
Walter Kevin 318 Lawndale Av	487-3503
Walter Otto 720 Wash	487-2397
Walter Pamela & Robert Naze 610 5th	487-372
Walter Troy & Bonnie 512 Navarino	487-268

## WALTER'S BODY SHOP

See Our Ad At Automobile Body Repairing & Painting

N7290 Rio Creek Rd	487-248
Walters How-To Hardware 521 4th	487-508
Walters K 2035 Mueller	487-371
Walter's Of Rio Creek Agri-Center Complex R1 Algoma	837-7777
Walters Fred M 901 Margaret Ln Av	487-5615

Warren Jan N7136 Hy 42	487-3471
Warrington M 1409 6th	487-7211
Warstler John & Chris N6570 Hy 42	487-3502
Wartella Allan R N6669 Hy 42	487-2399
Waterstreet Elmere Mrs 293 7th	487-5576
Waterstreet Fred E 1817 Cedar Corners Rd	487-2305
Watertite Seamless Gutters E5680 12th Rd	487-2598
Wautlet Rose M 505 Parker Av	487-2276
Wautlet C Jake 1112 7th	487-2255
Wautlet Dennis E 1816 Lake	487-3754
Wautlet Edw & Josephine 1010 Buchanan	487-5636
Wautlet Harold 239 N Water	487-5469
Wautlet J D 145 Grandview Ct	487-3746
Wautlet Jill 1816 Lake	487-5641
Wautlet Louis 420 Mill	487-3401
Wautlet Mark 760 Stoller Av	487-5362

## WAUTLET'S BAKERY

Open Early-Close 5:30 PM

412 Steele	487-3829
Wawirka Glen E4888 Oak Rd	487-2447
Weas Walter 207 Vernon	487-5361

## WEATHER FORECAST RECORDED

ANNOUNCEMENT	487-4242
Weber Bob & Theresa 35 Villa Hgts Ct	487-3212

## WEBER-GOMOLL INSURANCE AGENCY

INC—	
225 Steele	487-3435
225 Steele	487-5536
Weber L H 929 Rabas	487-3902
Weber Robt & M Kathy 1215 Steele	487-5796
Wech Phil 503 Wash	487-5951
Wegman Anna E6134 Hoover La Frstvl	487-5828
Wehausen Herbert H 1602 Fremont	487-2387
Wehausen James 823 Stoller Av	487-2491
Wehausen Ron & Elaine 417 Adams	487-5896
Weidner Linus 213 N 3	487-4222

## WEISSE MARK O DR o/c

See Our Ad At Physicians & Surgeons-Drs Of Medicine MD 1510 Fremont	487-3676
Res 617 Fremont	487-2634

Wolk Vera 613 Jefferson	487-3270
Wells Donald R 903 Sunset Av	487-5444
Weinick G M 1418 Clark	487-3347
Wendricks Ervin E4538 Cty Tk K	487-3713
Wenker Bob 520 N Water	487-2650
Wenniger Clifford N Water	487-2515
Wenniger Esther 115 Church	487-2042
Werle Donald N8434 Cty Tk S	487-2496
Wery Henry 291 7th	487-3087
Wessel Geo & Regina 1417 Jefferson	487-2161
Wessel L 1508 Perry	487-2379
Wessel Lawrence E5520 Cty Tk S	487-3603
Wessel Lee 605 Church	487-2574
Wessel Patrick N6711 Hy 42	487-3908
Wessel Robt & Suzanne N9525 Hy 42 Frstvl	487-2377
Wessel Todd & Mary N9484 Hy 42 Frstvl	487-3299
West Wind Shores Cottages N6870 Hy 42	487-5867

Western Union—  
Money Transfer Location Or Telegram & Mailgram

Toll Free	800 325-6000
To Pick-Up Or Send Money Transfers 414 4th	487-2887
Westrich James L 1840 Division	487-2756
Wettstein Danl & Lisa 253 Haney	487-5022
Wheeler Woodworks 521 Navarino	487-3620
Whipple Les & Jean N6802 Hy 42	487-2315
White Birch Village N9698 Elder Dr	487-3520
White Dean 323 Steele	487-2306
White Pine Antiques 720 3rd	487-7217
Whitford Elmer 145 Grandview Ct	487-7235
Wians Eric W 803 4th	487-2630
Wiedemann Keith 110 Steele	487-3630
Wiegand Amoco 616 4th	487-5460
Wiegand David 812 Fremont	487-5957
Wiegand Oil Co Inc 3887 Old Highway Rd Strgn By	

## EXHIBIT "B"

## Algoma, WI Telephone Book List

Wienke Don F & B Jane 292 Cty TK S	487-5122
Wienke Fred B 805 Jefferson	487-5472

Communications Data Services, Inc.  
Falls Church, Virginia

Page 1  
May 15, 1996

Constraints Study FM Channel 281A

Title:  
Reference City: Algoma, WI  
Translators Are Included  
Audit File: fms05156.A03

Latitude: 44-36-32  
Longitude: 87-25-57  
FCC Database: 960419

Call City of License	Auth	Licensee Name St FCC File No.	Chan Freq	ERP-kW RAH-m	Latitude Longitude	Az-to -from	Dist (km)	Req (km)
Traverse City	USED	MI	278C 103.5		44-27-31 85-42-02	96.3 277.5	138.67 43.67	95 CLEAR
Coordinates updated from LIC record BLH870203KB								
WTCMFM Traverse City	LIC	WTCM Radio, Inc. MI BLH-870203KB	278C 103.5	100. 302	44-27-31 85-42-02	96.3 277.5	138.67 43.67	95 CLEAR
WHYB Menominee	LIC	Good Neighbor Broadca MI BLH-951106KC	279C3 103.7	7.0 91	45-04-00 87-39-55	340.3 160.1	54.10 12.10	42 CLEAR
Menominee	USED	MI	279C3 103.7		45-06-21 87-46-43	333.8 153.6	61.63 19.63	42 CLEAR
Site Restricted-Effective 4-7-95-Reserved for WHYB Per D90-139								
WVBO Winneconne	CP	Value Radio Corporati WI BPH-950601IC	280C3 103.9	25.0* 97	44-02-47 88-31-44	234.7 54.0	107.49 18.49	89 CLEAR
From Channel 280A, Oshkosh, WI, Per D90-139								
WVBO Oshkosh	LIC	Value Radio Corporati WI BMLH-900703KA	280A 103.9	6.0 97	44-02-47 88-31-44	234.7 54.0	107.49 35.49	72 CLEAR
Winneconne	USED	WI	280C3 103.9		44-15-09 88-44-48	249.7 68.7	111.89 22.89	89 CLEAR
Site Restricted-Effective 4-7-95-Reserved for WVBO Per D90-139								
Merrill	USED	WI	281C3 104.1		45-10-45 89-38-20	290.8 109.3	185.46 43.46	142 CLEAR
Class B1 with respect to Canada Docket: 89-401 Effective 10-09-90-Rsvd for WMZK per D89-401								
WMZK Merrill	LIC	Robert Broadcasting, WI BLH-911011KD	281C3 104.1	13.0 136	45-06-14 89-43-05	287.8 106.2	188.85 46.85	142 CLEAR
Madison	USED	WI	281B 104.1		43-03-09 89-28-42	224.2 42.8	238.71 60.71	178 CLEAR
Coordinates updated from LIC record BLH850227KS								

EXHIBIT "C"

Page 1 of 2 "Distance Study"

Communications Data Services, Inc.  
Falls Church, Virginia

Page 2  
May 15, 1996

Constraints Study FM Channel 281A

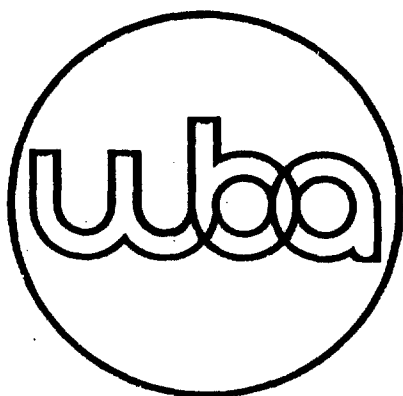
Title:  
Reference City: Algoma, WI  
Translators Are Included  
Audit File: fms05156.A03

Latitude: 44-36-32  
Longitude: 87-25-57  
FCC Database: 960419

Call City of	Auth License	Licensee Name St FCC File No.	Chan Freq	ERP-kW EAH-m	Latitude Longitude	Az-to -from	Dist (km)	Req (km)
WZEE Madison	LIC	Midcontinent B/Castin WI BLH-850227KS	281B 104.1	9.4 341	43-03-09 89-28-42	224.2 42.8	238.71 60.71	178 CLEAR
WECB Seymour	CP	Brooker Broadcasting WI BMPH-931230IC	282A 104.3	2.80 103	44-31-26 88-19-56	262.8 82.1	72.10 0.10	72 CLOSE
Seymour Docket: 84-231	USED	WI	282A 104.3		44-30-36 88-19-54	261.5 80.9	72.28 0.28	72 CLOSE
WYKX Escanaba	CP	KMB Broadcasting, Inc MI BPH-870302NI	284C 104.7	100. 305	45-52-40 87-28-00	358.9 178.9	141.04 46.04	95 CLEAR
Escanaba Coordinates updated from LIC record	USED	MI BLH7625	284C 104.7		45-55-41 87-16-00	5.0 185.1	147.18 52.18	95 CLEAR
WYKX Escanaba	APP	KMB Broadcasting, Inc MI BMPH-911120IE	284C 104.7	100. 300	45-59-00 87-21-39	2.1 182.1	152.85 57.85	95 CLEAR

End of Constraints Study FM Channel 281A

# wisconsin broadcasters association



## 1994-95 Directory


44 East Mifflin Street  
Suite 900  
Madison, Wisconsin 53703  
608-255-2600  
Toll Free in Wisconsin  
800-236-1922  
FAX: 608-256-3986

### WISCONSIN RADIO STATIONS

#### ADAMS/FRIENDSHIP

WDKM-FM ..... 608-339-3221  
408 Hillwood Lane  
Friendship, Wisconsin 53934  
FAX: 414-339-3195  
Frequency: 106.1 FM  
Format: Country  
Owner ..... Roche-A-Cri Broadcasting  
General Manager ..... Steve Roekle  
Sales Manager ..... Steve Roekle  
Program Director ..... Karl Roekle  
Chief Engineer ..... Karl Roekle  
News Director ..... Jen Klaas

#### ALGOMA

 WBDK-FM ..... 414-845-2922  
119 Center Street  
Luxemburg, Wisconsin 54217  
FAX: 414-845-5830  
Frequency: 96.7 FM  
Format: Country  
Owner ..... Nicolet Broadcasting Inc.  
General Manager ..... Roger Utnehrmer  
Sales Manager ..... Roger Utnehrmer  
Chief Engineer ..... John McMonagle

#### AMERY


 WXCE ..... 715-268-7185  
P.O. Box 1260, 328 100th Street  
Amery, Wisconsin 54001  
FAX: 715-268-7187  
Frequency: 1260 AM  
Format: Country/News/Sports  
Owner ..... Morcom Broadcasting, Inc.  
General Manager ..... Murray O. Ritland  
Sales Manager ..... Murray O. Ritland  
Program Director ..... Larry Lee  
Chief Engineer ..... Murray O. Ritland  
News Director ..... Jeff McAndrew

EXHIBIT "D"

Wisconsin Broadcasters Assoc  
Directory Listing of WBDK-FM